

U.S. Army Recruiting Command

Jan-Feb 2012

Fiscal Year 2011 Accomplishments: Active Army 64,019 against a mission of 64,000 (100.0%); Army Reserve 19,998 against a mission of 19,320 (103.5%)

Fiscal Year 2012 Missions: Active Army 58,000; Army Reserve 16,320 ***
*Army Reserve mission includes 320 OCS ** Mission adjustment as of 16 Dec 11

USAREC also recruits for: Army Medical Department (AMEDD), Officer Candidate

(OCS), Special Forces (18X), Translator (09L), Special Forces Enlisted, Ordinance (89D), Civil Affairs Officer, Civil Affairs Enlisted, Military Information Support Operations (MISO), 160th Special Operations Aviation Regiment (SOAR), Non-Rated Crew Members (NRCM), Aviation Back Shop Maintenance, Service Support, In-Service Warrant Officer (Tech), In-Service Warrant Officer (Flight), Chaplain, Chaplain Candidate Conversions, and Band

Key Messages

o Recruiting success continues in FY 12, but the Army and the US still face challenges as we recruit the All-Volunteer Force.

o The Army is looking for the best to join the profession of arms.

o Young people must aspire to be a Soldier, to embrace the Warrior Ethos.

o Fewer than one in four 17-24 year olds are fully qualified to join the Army.

o The national high school dropout rate is 20 percent.

o The obesity rate among our nation's youth – one in five 12-19 year olds – is projected to grow to one in four by 2015.

o Criminal and moral misconduct disqualifies many.

o Public support to Soldiers remains strong.

o The Army seeks qualified, motivated Americans to step forward and serve.

o The Army seeks adult advocates to support a youth's decision to join the Army.

o Not just an Army challenge – a challenge for the nation. . . . How can you help?

USAREC Commanding General's Imperatives

Mission

• Must ensure the quality of the force

• Right skills and qualifications

• And . . . a genuine desire to serve

• Tough business . . . not everyone is suited to being a Soldier

• Bottom line: It's an honor and privilege to serve . . . not a right

• Remember where you came from - Life is tough there too!

• Anticipation is the key to success - Look ahead and be proactive

• Don't be afraid to be innovative - Change can be good

• Relationships . . . Internal / External (Fellow Cdr's/CSMs, USAC, USACC

Leadership and Professionalism

• Be positive

• Don't get too emotional - Get mad and get over it . . . quickly

• Disciplined . . . both on and off duty

• The Army is a TEAM sport

• Truly care about your Soldiers and their families (If you don't . . . who will?)

• Be Professional . . . We represent the Army (and those serving in harm's way)

• And always remember . . . You're a Soldier first! Soldiers are our credentials!

KEY MESSAGE SOURCES:

1 in 4 not qualified -- Woods & Pool 2012 Population Estimates;

Lewin Group 2007 Study

1 in 5 do not graduate -- www.nces.ed.gov/pub2011/2011012.pdf

1 in 5 overweight -- www.childstats.gov/americaschildren/health7.asp

These key messages are provided to help USAREC personnel respond to questions from the general public and the news media. For current key messages and additional talking points, go to the G7/9 Page on the USAREC Intranet Portal or call (502) 626-0164 or (502) 626-0167, USAREC Public Affairs. This product is

Enlistment Benefits

Active Army

- Enlistment bonuses totaling up to \$40,000
- Up to \$65,000 to repay qualifying student loans
- Up to \$4,500 a year in tuition assistance while serving

Army Reserve

- Enlistment bonuses totaling up to \$20,000
- Mobilization stabilization while in college (ECS)